

Message Text

UNCLASSIFIED

PAGE 01 SANTO 06137 212040Z
ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
----- 084563 /73

R 212015Z DEC 76
FM AMEMBASSY SANTO DOMINGO
TO SECSTATE WASHDC 9190
INFO AMEMBASSY PORT OF SPAIN

UNCLAS SANTO DOMINGO 6137

E.O. 11652: N/A
TAGS: BEXP, DR
SUBJECT: CATALOG SHOW: U.S. HOSPITAL AND MEDICAL EQUIPMENT

1. EMBASSY CONDUCTED THE CATALOG SHOW ON DECEMBER 9 AND 10 AND HELD A COCKTAIL RECEPTION EVENING OF DECEMBER 8 TO PROMOTE THE EXHIBITION. DR. DE LA HUERGA, THE INDUSTRY'S REPRESENTATIVE, WAS A SPECIAL GUEST. THIS WAS A PARTICULAR ATTRACTION SINCE HE IS A WELL KNOWN AND RESPECTED DOCTOR IN THE DR. THE RECEPTION, HELD IN THE EMBASSY'S NEWLY RENOVATED COMMERCIAL LIBRARY WHERE THE CATALOGS WERE ALSO EXHIBITED, WAS ATTENDED BY DOMINICAN GOVERNMENT OFFICIALS; MEMBERS OF MEDICAL ASSOCIATIONS; DEANS OF SCHOOL OF MEDICINE; DIRECTORS OF GOVERNMENT, MILITARY AND PRIVATE HOSPITALS; LOCAL BUSINESSMEN AND PRESS REPRESENTATIVES. MANY OF THE INVITEES RETURNED DURING THE EXHIBIT DAYS OR SENT THEIR REPRESENTATIVES TO CONSULT THE CATALOGUES AT LEISURE.

2. EMBASSY BELIEVES THAT OBJECTIVES OF INTRODUCING THE NEW-TO-MARKET FIRMS TO THE MEDICAL PROFESSION AND PROMOTING THE PRODUCTS OF FIRMS WITH LOCAL REPRESENTATIVES WERE ACHIEVED. THE ONE HUNDRED AND FIFTY-NINE FIRMS WHICH WERE REPRESENTED AT THE CATALOG SHOW RECEIVED WIDE EXPOSURE OF THEIR PRODUCTS TO THE MEDICAL PROFESSION AND TO DOMINICAN FIRMS INTERESTED IN REPRESENTATION.

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SENTING THEM. THERE WERE A TOTAL OF 389 REQUESTS FOR ADDITIONAL INFORMATION SENT TO THE U.S. FIRMS. EMBASSY IS PREPARING A FINAL REPORT FOR USDOC.
HURWITCH

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NNN

Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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